



Masterclass:

Managerial Communication Strategies for Success



May 14 & 15, 2024



City Campus., IBA Karachi

Program Overview

The Managerial Communications Strategies workshop provides participants with the skills and guided practice necessary to master fundamental concepts in corporate communication and professional interactions. A special emphasis is through well-organized and successfully executed business communication strategies; with relevant writing and presenting mechanics and developing a strong personal brand.

Learning Outcomes

By the end of this workshop, participants will be equipped to:

- Identify and develop their professional leadership persona.
- Learn effective communication styles.
- Chalk their professional path.
- Build and leverage their networks
- Manage teams effectively



Management is the **opportunity** to help people become **better people.** — Clayton Christenson
(American academic and business professional)

think
out of the
BOX

Topics Covered

Introduction to Personal Development

- Self-Assessment: Identifying your strengths and skills
- Personal Branding: its advantages in personal and professional lives
- Professional Development: a mix of how you present yourself and how others see you.

Organizational Skills

- Effective Leadership for Results
- Team Work and Synergy
- Readiness For Change.

Skills that Matter at Work

- Communication skills
- Interpersonal skills
- Decision making skills
- Independent working
- Critical thinking

Communicating in Person

- Making a Great First Impression
- How to be a More Engaging Speaker
- Learning to Connect With Others One-On-One
- Body Language: Understanding Non-Verbal Communication

Personal Skills

- Planning and Organizing
- Setting Personal and Professional Goals
- Time and Stress Management
- Personal Motivation
- Coordination, Communication and Controlling
- Effective Listening and Feedback
- Creativity and Innovation

Effective Presentation

- The Presentation Planning Checklist
- Managing Presentation Fear
- Crafting an Elevator Pitch



30,000+
Participants Trained



16,00+
Training since 2009



225+
Companies



80+
Trainers

Investment
PKR 75,000 + 5% SST

Who Should Attend

- Senior and middle level business professionals
- Managers and Engineers
- Sales and marketing executives
- Administrative and support staff
- Professionals who want to advance their career through effective communication strategies



Trainer:

Nadia Sayeed

Visiting Faculty, IBA Karachi

For detailed trainer profile please visit website cee.iba.edu.pk/faculty

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PROCESS



ACTIVITY BASED
TRAINING



EXPERIENTIAL
TRAINING



8 - 10 HOUR TIME
COMMITMENT



CERTIFICATE OF
COMPLETION



BUSINESS
NETWORKING



Associate Member

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